

INFORMATION DISCLOSURE CITATION	Docket Number 96-043-C2	Serial Number Not Yet Assigned
	Applicants WALKER et al.	
	Filing Date November 1, 2001	Group Art Unit Not Yet Assigned

11/10/01
 09/98760
 JCS55 U.S. PTO

U.S. PATENT DOCUMENTS

EXAMINER INITIAL	REF	DOCUMENT NUMBER	DATE	NAME	CLASS	SUB- CLASS	FILING DATE IF APPROPRIATE
jdc	A	3,890,461	06/17/75	Vogelman et al.	178	5.1	
jdc	B	4,253,157	02/24/81	Kirschner et al.	364	900	
jdc	C	4,276,598	06/30/81	Inoue et al.	364	405	
jdc	D	4,484,217	11/20/84	Block et al.	358	84	
jdc	E	4,723,212	02/2/88	Mindrum et al.	364	401	
jdc	F	4,833,609	05/23/89	Grulke, Jr.	364	405	
jdc	G	4,910,672	03/20/90	Off et al.	364	405	
jdc	H	4,947,028	08/7/90	Gorog	235	381	
jdc	I	4,984,155	01/8/91	Geier et al.	364	401	
jdc	J	5,173,851	12/22/92	Off et al.	364	401	

FOREIGN PATENT DOCUMENTS

	REF	DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUB- CLASS	Translation	
							Yes	No
jdc	K	7-231309	08/29/95	Japan				
	L	FR 2 757 656 - A1	06/26/98	France				

OTHER DOCUMENTS (Including author, Title, Date, Pertinent Pages, Etc.)

jdc	M	Howland, Jennifer, "National distributors: scanning the future.", Folio: The Magazine for Magazine Management, February 1985, Vol. 14, pg. 69, ISSN: 0046-4333.

EXAMINER /Jeffrey Carlson/	DATE CONSIDERED: 08/07/2006
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EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP Section 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

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jdc	N	5,235,415	08/10/93	Bonice et al.	358	84		
↓	O	5,324,922	06/28/94	Roberts	235	375		
	P	5,413,341	05/9/95	Lieberman	273	138 R		
	Q	5,415,264	05/16/95	Menoud	194	217		
	R	5,428,606	06/27/95	Moskowitz	370	60		
	S	5,521,364	05/28/96	Kimura et al.	255	383		
	T	5,528,490	06/18/96	Hill	364	403		
	U	5,544,040	08/6/96	Gerbaulet	364	401 R		
	V	5,612,868	03/18/97	Off et al.	364	214		
jdc	W	5,630,103	05/13/97	Smith et al.	395	500		
FOREIGN PATENT DOCUMENTS								
	REF	DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUB- CLASS	Translation	
							Yes	No
OTHER DOCUMENTS (Including author, Title, Date, Pertinent Pages, Etc.)								
jdc	X	Wood, Wally, "Circulation marketing: let your magazine do the selling.", Folio: The Magazine for Magazine Management, June 1985, Vol. 14, pg. 78, ISSN: 0046-4333.						
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EXAMINER INITIAL	REF	DOCUMENT NUMBER	DATE	NAME	CLASS	SUB- CLASS	FILING DATE IF APPROPRIATE
jdc	Y	5,694,546	12/2/97	Reisman	395	200.9	
↓	Z	5,794,210	08/11/98	Goldhaber et al.	705	14	
	AA	5,832,457	11/3/98	O'Brien et al.	705	14	
	BB	5,926,796	07/20/99	Walker et al.	705	16	
	CC	6,014,641	01/11/00	Loeb et al.	705	34	
	DD	6,021,390	02/1/00	Satoh et al.	705	1	
jdc	EE	6,229,879 B1	05/8/01	Walker et al.	379	88	

FOREIGN PATENT DOCUMENTS								
	REF	DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUB- CLASS	Translation	
							Yes	No

OTHER DOCUMENTS (Including author, Title, Date, Pertinent Pages, Etc.)		
jdc	FF	Reese, Diane, "Revitalizing single-copy sales.", Folio: The Magazine for Magazine Management, February 1986, Vol. 15, pg. 84, ISSN: 0046-4333.

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11/01/01

jdc	GG	Joyce, Walter, "Muscular merchandising; column", Folio: The Magazine for Magazine Management, June 1986, Vol. 15, pg. 124, ISSN: 0046-4333.
	HH	"Phoenix Papers to Sell Merchandise to Build Awareness", Editor & Publisher, September 17, 1988, Vol. 121, Issue 38, pg. 23, ISSN: 0013-094X.
	II	Donaton, Scott, "Gift subscriptions find retail niche", Advertising Age, July 16, 1990, Section: News at pg. 37.
	JJ	Guy, Pat, "A gift off the rack: Mag subscription", USA Today, December 19, 1990, Section: Money at pg. 2B.
	KK	Jaben, Jan, "Magazine gift-giving made simple at retail outlets; Time Inc., Hearst, Meredith test Subscriber Systems' method of selling gift subscriptions; News", Folio's Publishing News, February 15, 1991, Vol. 3, No. 2, pg. 15, ISSN: 1043-8688.
	LL	Carlson, Lynn, "Decreasing Your Direct-Mail Costs", Folio: The Magazine for Magazine Management, September 1, 1992, Vol. 21, Issue 9, pp. 81-82, ISSN: 0046-4333.
	MM	Manly, Lorne, "A newsstand for the electronic age", Folio: The Magazine for Magazine Management, September 15, 1993, Vol. 22, No. 16, pg. 17, ISSN: 0046-4333.
	NN	Hochwald, Lambeth, "Sub sources that break with tradition", Folio: The Magazine for Magazine Management, May 1, 1994, Vol. 23, Issue 8, pp. 46-48, ISSN: 0046-4333.
	OO	Love, Barbara, "Selling Subscriptions at newsstands", Folio: The Magazine for Magazine Management", June 1, 1994, Vol. 23, Issue 10, pg. 10, ISSN: 0046-4333.
	PP	"The super subs", Precision Marketing, October 24, 1994, No. 0, Vol. 0, pg. 23, ISSN: 0957-4913.
	QQ	Cyr, Diane, "Distribution woes; declining newsstand circulation; includes related article on preventing newsstand fraud", Folio: The Magazine for Magazine Management, January 1995, Vol. 23, No. 19, pg. 170, ISSN: 0046-4333.
✓	RR	Love, Barbara, "Folio: plus circulation; techniques for managing magazine circulation", Folio: The Magazine for Magazine Management, January 1995, Vol. 23, No. 19, pg. 159, ISSN: 0046-4333.
jdc	SS	Kelly, Keith J., "Hearst opens a cyberspace newsstand", Advertising Age, January 30, 1995, Vol. 66, Issue 5, pg. 14, ISSN: 0001-8899.

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jdc	TT	Schnuer, Jenna, "Overnight options add to distribution mix; distribution of 'Inside Sports' magazine", Folio: The Magazine for Magazine Management, March 1, 1995, Vol. 24, No. 4, pg. 19, ISSN: 0046-4333.
	UU	Kelly, Keith J., "Publishers pine for cyber-profits", Time Inc., March 13, 1995, Vol. 66, Issue 11, pp. S-22, ISSN: 0001-8899.
	VV	"Hearst Corporation launches 'The Multimedia Newsstand'", Link-Up, March/April 1995, Vol. 12, Issue 2, pp. 1, 36, ISSN: 0739-988X.
	WW	"Tretorn Offers Magazine Promo", Adweek, May 1, 1995, Section: Newswire.
	XX	Hochwald, Lambeth, "Postal blues: circulators cope with the rate crunch.", Folio: The Magazine for Magazine Management, May 1, 1995, Vol. 24, No. 8, pg. 54, ISSN: 0046-4333.
	YY	Wilson, Steve, "Out of print - but not business; magazines move away from print in favor of electronic publishing", Folio: The Magazine for Magazine Management, May 1, 1995, Vol. 24, No. 8, pg. 22, ISSN: 0046-4333.
	ZZ	"LottoWorld", MediaWeek, May 8, 1995, Vol. 5, No. 19, at pg. 16(1).
	AAA	Graham, Anne, "Nonmember subs - or not? Nonmember subscriptions to association magazines; includes tips from publishers", Folio: The Magazine for Magazine Management, June 1, 1995, Vol. 24, No. 10, pg. 47, ISSN: 0046-4333.
	BBB	Miller, Paul, "Magazine deal lacks catalog appeal; Brief Article", Folio: The Magazine for Magazine Management, June 15, 1995, Vol. 24, No. 11, pg. 30, ISSN: 0046-4333.
↓	CCC	Wilson, Steve, "Directory assistance: a buyer's guide can give you a big boost in revenue and attract new advertisers and subscribers.", Folio: The Magazine for Magazine Management, October 1, 1995, Vol. 24, No. 16, pg. 40, ISSN: 0046-4333.
jdc	DDD	Garratt, David, "What premium on on-cover premiums?", Folio: The Magazine for Magazine Management, October 1, 1995, Vol. 24, No. 16, pg. 53, ISSN: 046-4333.

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JC585 U.S. PTO
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jdc	EEE	"HFS Incorporates and Hachette Filipacchi Magazines; announce launch of Century 21 House & Home Magazine...", Business Wire, November 20, 1995.
	FFF	Hochwald, Lambeth, "Circulation secrets: nine steps to a successful circulation launch strategy includes list of resources", Folio: The Magazine for Magazine Management, February 1, 1996, Vol. 25, No. 2, pg. 53, ISSN: 0046-4333.
	GGG	Kerwin, Anne Marie, "Notably at the newsstand: InStyle, Financial World push for greater single-copy sales.", Inside Media, February 7, 1996, Vol. 8, No. 3, pg. 26, ISSN: 1046-5316.
	HHH	Adams, Mark, "Capell reports sales drop at newsstands", Mediaweek, March 11, 1996, Vol. 6, No. 11, pg. 27, ISSN: 1055-176X, CODEN: MADEAP.
	III	Hodges, Jane, "'WSJ' puts squeeze on Web subscriptions", Advertising Age, April 29 1996, Vol. 67, Issue 18, pg. 34, ISSN: 0001-8899.
	JJJ	Schnuer, Jenna, "A world without magazines? Consumers weigh in survey of consumers indicates that...", Folio: The Magazine for Magazine Management, June 1, 1996, Vol. 25, No. 9, pg. 16, ISSN: 0046-4333.
	KKK	Tedesco, Richard, "Time launches 'Net subscription service", Broadcasting & Cable, November 11, 1996, Vol. 126, Issue 47, pg. 65, ISSN: 1068-6827.
	LLL	Case, Tony, "The electronic newsstand branches out", Folio: The Magazine for Magazine Management, April 1, 1997, Vol. 26, Issue 5, pg. 13, ISSN: 0046-4333.
✓	MMM	Krol, Carol, "Magazine site to focus on commerce", Advertising Age, August 18, 1997, Vol. 68, Issue 33, pg. 18, ISSN: 0001-8899.
jdc	NNN	"Magazine Subscription Sales Center - Where buying subscriptions is easy!", Customer Service Information, Interactive Magazine Sales, Inc, Email: aim@panix.com.

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Electronic Information Disclosure Statement



METHOD AND APPARATUS FOR SELLING SUBSCRIPTIONS TO PERIODICALS IN A RETAIL ENVIRONMENT

Application: 09/998760
Confirmation: 5442
Applicant(s): Jay WALKER
Docket Number: 96-043-C2
Group Art Unit: 3622
Examiner: Jeffrey D. Carlson
search string: (5759101).pn.



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US Patent Documents

Note: Applicant is not required to submit a paper copy of cited US Patent Documents

init	Citation No.	Patent Number	Date	Bar Code	Patentee	Class	Subclass
jdc	P01	5759101	1998-06-02		Von Kohorn		

Signature

Examiner Name	Date
/Jeffrey Carlson/	08/07/2006

